

# 2023 Refrigeration Asset Kit

LF30S8210S

LF30H8210S

LF29S8330S

LF29S8330D

LF29H8330S

LF29H8330D

LRFXS3106S

LRFLS3206S

LRYKS3106S

LRYKS3106D

LRYXS3106S

LRYXS3106D

LRMNC1803S

LRMXC1803S

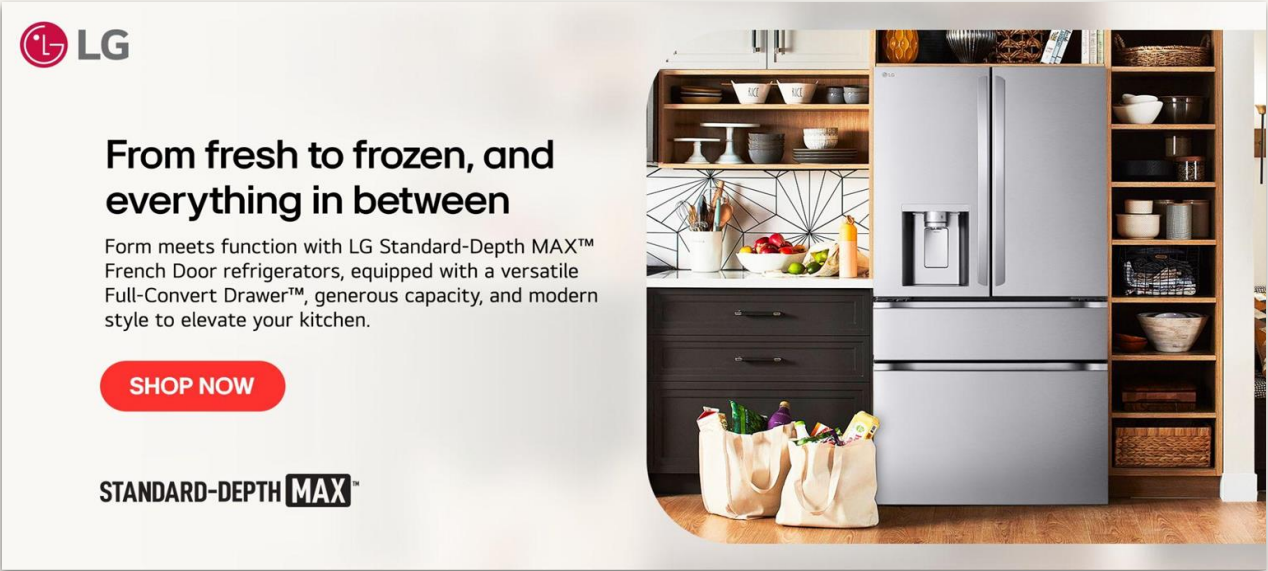
LF21G6200S

## Contents

- **Hero banner, digital banners, and social assets**
- **Infographics and applicable models**
- **Product Bundle Slides**

# 2023 VA Ref Banners and Social Assets

## Digital Banners



**LG**

### From fresh to frozen, and everything in between

Form meets function with LG Standard-Depth MAX™ French Door refrigerators, equipped with a versatile Full-Convert Drawer™, generous capacity, and modern style to elevate your kitchen.

**SHOP NOW**

**STANDARD-DEPTH MAX™**

The banner features a high-quality photograph of a silver LG Standard-Depth MAX French Door refrigerator in a modern kitchen. The refrigerator is the central focus, with a water dispenser on the left door. To its left is a dark wood cabinet with a countertop holding various kitchen items. To its right is an open shelving unit with white dishes and baskets. In the foreground, two tan canvas grocery bags filled with fresh produce sit on a light wood floor.

## Social Assets

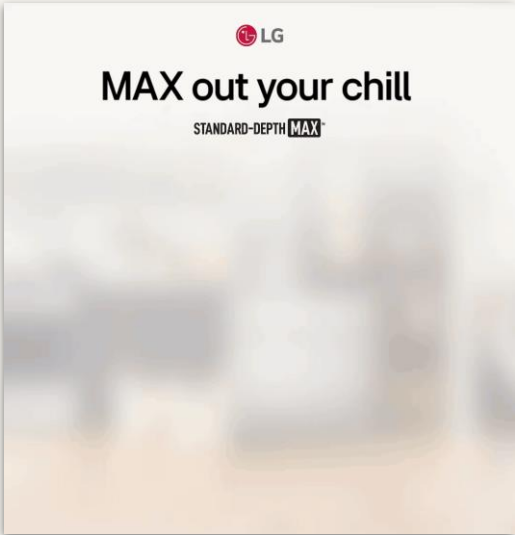


**LG**

### MAX out your chill

STANDARD-DEPTH MAX™

This social asset is a square-format image featuring the same kitchen scene as the digital banner. It includes the LG logo at the top, the headline "MAX out your chill", and the "STANDARD-DEPTH MAX™" logo below it. The image is clear and sharp, designed for social media sharing.



**LG**

### MAX out your chill

STANDARD-DEPTH MAX™

This social asset is a square-format image, identical in content to the previous one, but with a heavy blur effect applied to the entire image to create a sense of mystery or to fit a specific aesthetic.

[Post Copy] Keep things cool with an innovative LG Standard-Depth MAX™ refrigerator, equipped with the versatile Full-Convert Drawer™ to get the generous space and freshness your family needs.



**LG** From fresh to frozen, and everything in between

Form meets function with LG Standard-Depth MAX™ French Door refrigerators, equipped with a versatile Full-Convert Drawer™.

**STANDARD-DEPTH MAX™**

**SHOP NOW**

This horizontal banner is a condensed version of the main digital banner. It features the LG logo, the headline, a short description, the "STANDARD-DEPTH MAX™" logo, and a "SHOP NOW" button, all set against a background of the kitchen scene.

### Applicable VA Refrigerators:

- LF30S8210S
- LF30H8210S
- LF29S8330S
- LF29S8330D
- LF29H8330S
- LF29H8330D

Assets can be downloaded here: <https://we.tl/t-o9pCo0vClm>

\*Sizes shown for example only. Additional custom assets are available upon request

# 2023 Refrigeration Infographics

Unique model-specific infographics are available for each SKU. Infographics are available for download via Widen link in each refrigerator's respective slide.

## LF21G6200S

All



Large 21 cu. ft. Capacity



## LRYXS3106D

All



Four Types of Ice



Factory-Installed Automatic Ice Maker



ThinQ App® & ThinQ Care™



Standard Depth MAX™ 31 cu. ft.



Redesigned with Style in Mind



**NEW** Slam-Resistant Door



Infographics available for:

- LF30S8210S
- LF30H8210S
- LF29S8330S
- LF29S8330D
- LF29H8330S
- LF29H8330D
- LRFXS3106S
- LRFLS3206S
- LRYKS3106S
- LRYKS3106D
- LRYXS3106S
- LRYXS3106D
- LRMNC1803S
- LRMXC1803S
- LF21G6200S

## 2023 Refrigeration Assets (Download Links)

Refrigerator Model	Product Images, Lifestyle Images, Infographics, and Supporting Documents, Banners, Social Assets, and Videos
LF30S8210S	<a href="#">Click Here to Download Assets</a>
LF30H8210S	<a href="#">Click Here to Download Assets</a>
LF29S8330S	<a href="#">Click Here to Download Assets</a>
LF29S8330D	<a href="#">Click Here to Download Assets</a>
LF29H8330S	<a href="#">Click Here to Download Assets</a>
LF29H8330D	<a href="#">Click Here to Download Assets</a>
LRFXS3106S	<a href="#">Click Here to Download Assets</a>
LRFLS3206S	<a href="#">Click Here to Download Assets</a>
LRYS3106S	<a href="#">Click Here to Download Assets</a>
LRYS3106D	<a href="#">Click Here to Download Assets</a>
LRYS3106S	<a href="#">Click Here to Download Assets</a>
LRYS3106D	<a href="#">Click Here to Download Assets</a>
LRMNC1803S	<a href="#">Click Here to Download Assets</a>
LRMXC1803S	<a href="#">Click Here to Download Assets</a>
LF21G6200S	<a href="#">Click Here to Download Assets</a>

# LG LF30S8210S REF - Product Carousel, Recommended Content - Example

## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel



## Videos

Should take up about 5% of images in the PDP Carousel



## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link: <https://lg.widencollective.com/c/h1estrdm>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LF30H8210S REF - Product Carousel, Recommended Content - Example

## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



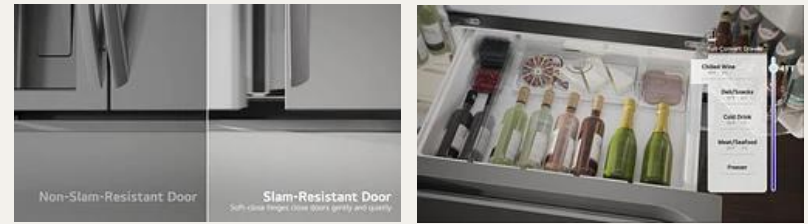
## Lifestyle Images

Should take up about 20% of images in the PDP Carousel



## Videos

Should take up about 5% of images in the PDP Carousel



## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link: <https://lg.widencollective.com/c/1hypw113>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LF29S8330S REF - Product Carousel, Recommended Content - Example

## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel



## Videos

Should take up about 5% of images in the PDP Carousel



## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link: <https://lg.widencollective.com/c/nesd4oxf>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LF29S8330D REF - Product Carousel, Recommended Content - Example

## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel



## Videos

Should take up about 5% of images in the PDP Carousel



## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link:  
<https://lg.widencollective.com/c/w83tfjzi>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LF29H8330S REF - Product Carousel, Recommended Content - Example

## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



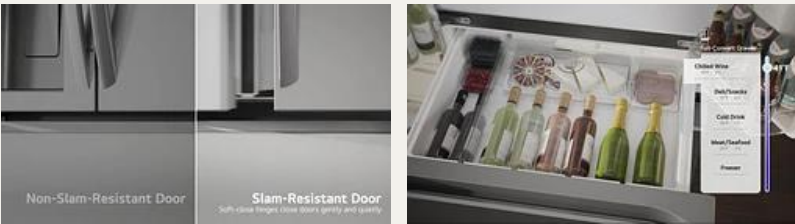
## Lifestyle Images

Should take up about 20% of images in the PDP Carousel



## Videos

Should take up about 5% of images in the PDP Carousel



## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link:  
<https://lg.widencollective.com/c/fqp3mpke>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LF29H8330D REF - Product Carousel, Recommended Content - Example

## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



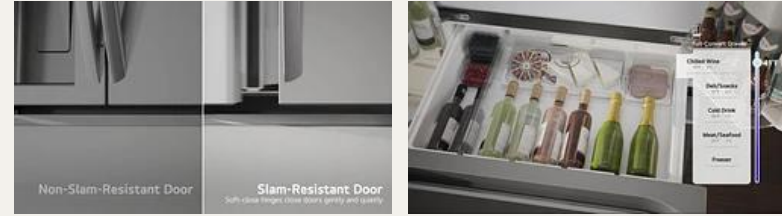
## Lifestyle Images

Should take up about 20% of images in the PDP Carousel



## Videos

Should take up about 5% of images in the PDP Carousel



## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link:  
<https://lg.widencollective.com/c/dv8vaonw>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LRFXS3106S REF - Product Carousel, Recommended Content - Example

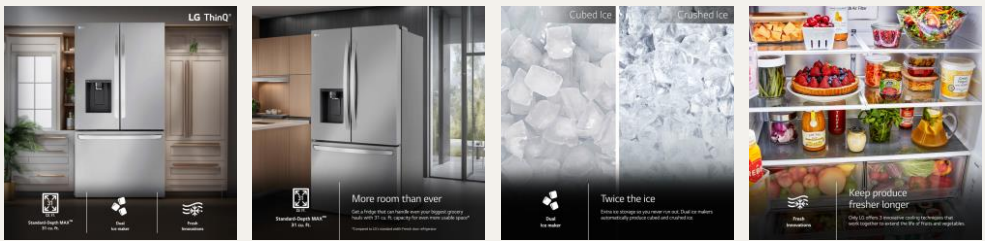
## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel

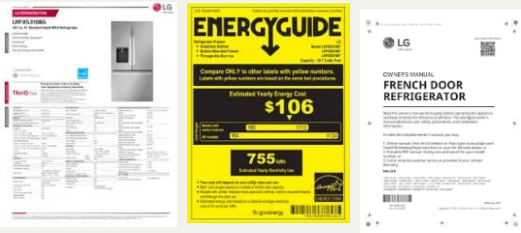


## Videos

Should take up about 5% of images in the PDP Carousel

## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link:  
<https://lg.widencollective.com/c/bqi5ssxb>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LRFLS3206S REF - Product Carousel, Recommended Content - Example

## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel



## Videos

Should take up about 5% of images in the PDP Carousel

## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link: <https://lg.widencollective.com/c/whhsfyjg>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LRYKS3106S REF - Product Carousel, Recommended Content - Example

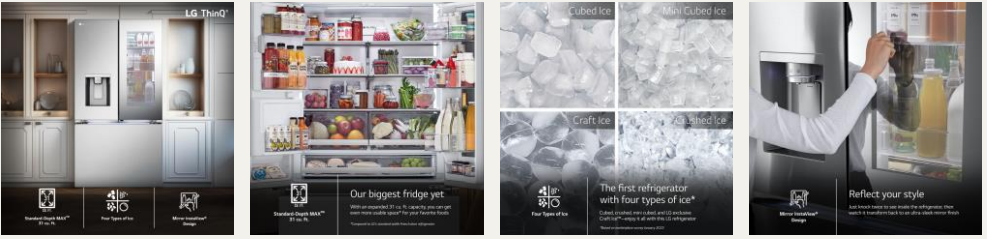
## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel



## Videos

Should take up about 5% of images in the PDP Carousel

## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link:  
<https://lg.widencollective.com/c/gvfrbdg3>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LRYKS3106D REF - Product Carousel, Recommended Content - Example

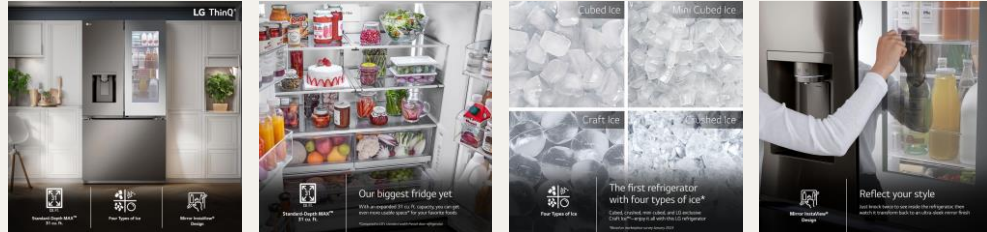
## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel

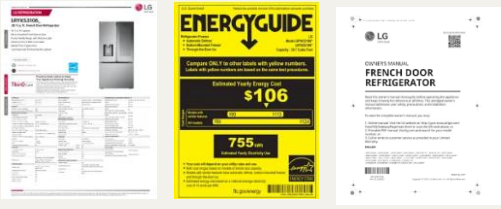


## Videos

Should take up about 5% of images in the PDP Carousel

## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link:  
<https://lg.widencollective.com/c/v6xbwp3t>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LRYXS3106S REF - Product Carousel, Recommended Content - Example

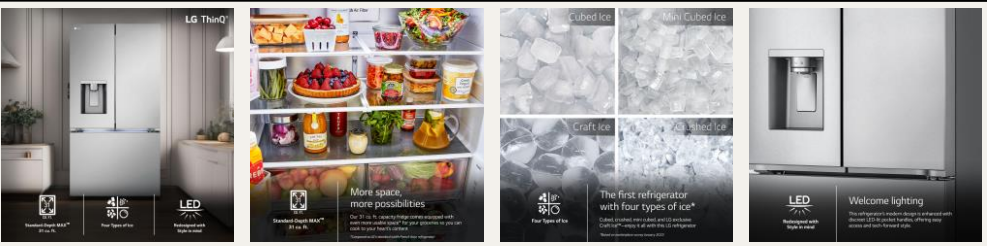
## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel

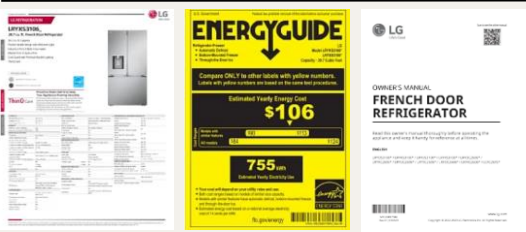


## Videos

Should take up about 5% of images in the PDP Carousel

## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link:  
<https://lg.widencollective.com/c/mvjwotml>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LRYXS3106D REF - Product Carousel, Recommended Content - Example

## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel



## Videos

Should take up about 5% of images in the PDP Carousel

## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link:  
<https://lg.widencollective.com/c/odjpxgta>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LRMNC1803S REF - Product Carousel, Recommended Content - Example

## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel

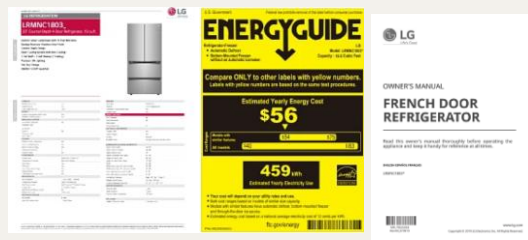


## Videos

Should take up about 5% of images in the PDP Carousel

## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link: <https://lg.widencollective.com/c/qdomso0v>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LRMXC1803S REF - Product Carousel, Recommended Content - Example

## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel



## Videos

Should take up about 5% of images in the PDP Carousel

## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link: <https://lg.widencollective.com/c/pfoz9omo>

There should be at least 7 images in the image carousel (include a video if applicable)

# LG LF21G6200S REF - Product Carousel, Recommended Content - Example

## Product Images

Should take up about 30% of images in the PDP Carousel



## USP Cards

Should take up about 45% of images in the PDP Carousel



## Lifestyle Images

Should take up about 20% of images in the PDP Carousel

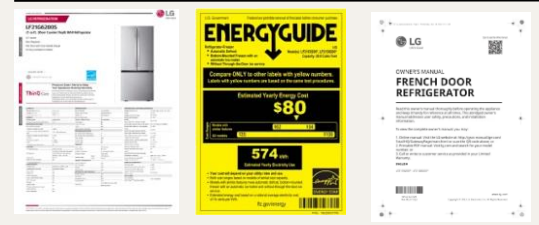


## Videos

Should take up about 5% of images in the PDP Carousel

## Supporting Documents

(Spec Sheets, Core Messaging, Energy Guides, Owner's Manual)



Download Link:  
<https://lg.widencollective.com/c/rpfaujic>

There should be at least 7 images in the image carousel (include a video if applicable)